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YONGE STREET
MERCHANT AND PEDESTRIAN STUDY

PART 2: THE PEDESTRIANS

PREPARED FOR
THE CITY OF TORONTO
YONGE STREET IMPLEMENTATION COMMITTEE

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and most of all the people on Yonge Street who took the time to offer their ideas and opinions.

PREFACE

This study presents a compilation of the attitudes expressed by pedestrians on downtown Yonge Street. The study was conducted in an atmosphere of public concern over the health and character of the street. There is a great deal of concern that its appearance discourages people from visiting it. There is a misconception that Yonge Street is rife with prostitutes, and is a magnet for undesirables'. The study team has spent two months studying the street. By now, it has seen most of the aspects that people talk about. There are the tourists obviously enjoying the sights and sounds of the street, vendors at night in doorways, people pondering while looking at the newest stereo features in store windows, and people nearly being hit by cars as they are crowded onto the road.

Yonge Street is not a street that can be described with one or two choice words. Instantly, the mention of Yonge Street creates many images in people's minds. We have discovered that Yonge street is a part of Toronto that people care about very much. For many people, it is a street that embodies the City's cosmopolitan flavour. For others, it is a blemish on Toronto.

The biggest strength of Yonge Street is that it is 'alive'. This is what draws both the tourist and the Torontonian. The importance of the many activities on Yonge Street goes beyond the street itself. These activities are the basis of a livable city. People shop, stroll and interact on the common space of the street. This is the key element that makes cities 'exciting'. When people talk about the romance of Paris, they are thinking of the crowds that frequent the cafes and stroll the banks of the Seine. New York is an action-packed city because of the variety of people that inhabit the streets. In Toronto, Yonge Street, more than any other in the city, fills this role.

In this way, this activity on Yonge Street is the core of what the city is. Toronto is not just a bigger than average grouping of buildings, nor is it freeways, nor malls, nor a jurisdictional district -- Toronto is people. What makes this city special, then, is their visiability. People attract people and Yonge Street has many people.

Yonge Street is a street that is always changing. It is not a street that can be "fixed" and left alone. It can be compared to a car. It needs frequent attention, or else it will lose its momentum and appeal.

In another way it is a street that is fundamentally the same appeal as it has had for generations. It is our main street, the hub of activity in Toronto. In the same way that it was the home of live music in a previous time, it is still a place where people go for excitement and entertainment. Every city needs a street that serves this purpose. It is to Toronto's credit as a city to have been able to keep Yonge Street vital that has helped keep Toronto from becoming just another typical North American city. Both tourists and Torontonians recognize that Yonge Street is one of Toronto's biggest assets.

SUMMARY

This study is the result of interviews with 501 people on Yonge Street between College and Queen. The study was requested as the second part of a comprehensive study of attitudes on Yonge Street by the Yonge Street Implementation Committee. The first part of the study was based on interviews with the Yonge Street Merchants. The purpose of this second part is to discover who the pedestrians on Yonge Street are and what they think about the street.

Most of the people interviewed like the aspects of Yonge Street that are most important — the shopping and the people. The end result is that Yonge Street, especially around the 'Strip' and the Eaton Centre, is the most popular section of Toronto. However, most of the people interviewed also had some ideas about aspects of the street they did not like. For many, it was having to share the street with so many automobiles. Others did not like some of the people on who are also on the street, or disliked the sheer numbers of people. However, a substantial number of people interviewed said that there is nothing to dislike about Yonge Street. For these people, Yonge Street is much the way it should be.

People come to Yonge Street for a number of reasons. For a certain type of shopper, Yonge Street is the best place to go. It is far and away the most popular place to buy records, cameras and stereos, and it is one of the more popular places to buy clothes. Other people use Yonge Street as a place to walk on their way to, or from work. Others come to catch a movie, or go to a bar, or just to be on the street. An important aspect of the street is the fact that almost two thirds of the people on Yonge Street are male. Both the survey results as well as a gender count reveal that more men than women are attracted to the street.

The largest group of people who come to Yonge Street are from out of Metro. Often these people come to Toronto specifically to go to Yonge Street. Others include it as an essential part of their tour of the city. Residents of Metro Toronto also make special trips to come to Yonge Street.

The level of policing and the vendors on the street are adequate, according to the people the study team interviewed. Most people feel safe on Yonge Street, and as a result they do not feel that there has to be a more visible police presence. The vendors are one of the more popular attractions on the street. Even the people who do not buy goods from the vendors thought that they added a colour and vitality to the street, and caused no problems.

The people on the street, as was the case with the earlier survey of street merchants, support a number of potential changes for the street. A large majority think the City's proposal to widen the Yonge Street sidewalks is a good idea. Many feel that a wider sidewalk will make it easier and more enjoyable to walk on Yonge Street. A number of people also favoured allowing Yonge Street stores to open on Sunday if the merchants choose to do so.

Yonge Street pedestrians generally feel at ease with the street, although not to the same degree during the evening. Yonge Street is felt by almost everyone to be a safe place to go.

The people on Yonge Street like the street, and are optimistic about the changes that have taken place on it in the last few years. The mood of the people who use and visit the street is that Yonge Street is one of the things that makes Toronto a great city.

RESULTS OF PEDESTRIAN SURVEY

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PURPOSE OF STUDY

NEED FOR PEDESTRIAN VIEWPOINT. The purpose of this study is to discover the opinions and attitudes of the pedestrians on Yonge Street and report our findings to the Yonge Street Implementation Committee. The pedestrians on Yonge Street are one of the essential aspects of the street, and therefore it is considered important to monitor their opinions.

METHODOLOGY

STUDY AREA. As with the Merchant Study, the study area is on Yonge Street from College Street to Queen Street. This area was selected because:

1. It is the major focus of Yonge Street. When many people, especially tourists, think of Yonge Street, they think of this section.
2. Most of ths problems associated with Yonge Street are found in this area.
3. It is the area that has not yet been the object of extensive improvements
4. This area of Yonge Street has a high level of tourist traffic. The Eaton Centre is the largest tourist attraction in Toronto.

DESIGN OF SURVEY. The survey is designed to to discover the opinions and attitudes of the pedestrians on Yonge Street. In order to meet this goal, the questions in this survey are designed to encourage short answers, although longer or less common answers were recorded on the survey. This made it possible to conduct the interviews with pedestrians quickly, while at the same time providing for a great deal of information to be recorded.

SELECTING PEDESTRIANS FOR INTERVIEWS. In order to get the most accurate cross section of Yonge Street pedestrians, the study team selected the tenth person to pass after the last interview ended.

This method of selection is generally successful, however, one group of people, the office workers in the Yonge Street area, is most likely underrepresented. During lunch time, a number of people who were apparently from this group, were unable to answer our survey because they did not have the time. Therefore, some occupational and age catagories may not reflect the true numbers of these people on the street.

However, an accurate representation of the sexes was obtained. The study has 62.1% male respondents, and 37.1% female respondents, with no data on .8% of respondents. A gender count conducted on Friday, May 17th showed an average of 61.2% male and 38.8% female population on the street. Therefore, an accurate cross-section has been obtained in this demographic catagory, and likely in the others as well.

PARTICIPATION. The willingness of people to participate in the survey was higher than expected, with the exception of the lunch time period. Approximately one out of every four people approached was willing to complete the survey. The response rate was particularly high in the evening, presumably because people are at leisure to answer questions.

LIKES

QUESTION 1. What do you like about Yonge Street?

RESPONSES:	#	%	ADDITIONAL RESPONSES:	#	%
The people	131	26.1		46	25.4
Variety of shops	96	19.2		27	14.9
Exciting	59	11.8		26	14.4
Urban Environment	37	7.4		26	14.4
Specialty stores	22	4.4		16	8.8
Entertainment	14	2.8		16	8.8
Place to go	6	1.2		7	3.9
Department Stores	5	1.0		2	1.1
Open air	5	1.0		1	.5
Food	2	0.4		7	3.9
Inexpensive	1	0.2		1	.5
Everything	17	3.4		1	.5
No likes	67	13.4		0	0
No opinion	16	3.2		0	0
Other	23	4.6		5	2.8
TOTAL	501	100.1		181	99.9

OTHER ANSWERS
-the bright lights
-the variety of things to do and see
-it's one of the safest strips in the world
-Yonge Street has improved greatly over the years
-it's easy to get to
-the fact that it's the longest street in the world
-the fast pace and diversity
-the noise
-the chess games
-it's a great place to walk

COMMENTARY

There is a very strong trend in the types of answers given to the question of what people like about Yonge Street. Most of the answers given focus on what many have always considered to be the street's best qualities. Yonge Street is a concentrated and successful shopping street, an exciting place to go and a gathering ground for interesting people, according to the interviews. Any city would be fortunate to get such answers concerning what people like about its main street.

THE PEOPLE.

There are a number of reasons for the numbers of respondents that like Yonge Street because of the people on it. The people on Yonge Street are interesting. There are people on Yonge Street whom one may be unable to see in such concentrations in any other part of the City. There are the flamboyant punks, the young people dressed in their favourite clothes, and groups of people who are out having a good time. People-watchers like and want to see such individuals. The ambiance created by the variety of people on Yonge Street is different from that created by the people who, for example, fill the

underground malls at lunch time. This variety of people gives Yonge Street a vitality and a unique feel.

It is possible that even those whom some call "undesirables" are included in this answer. The "undesireable" element, small as it is, may be that raw edge of the street which many people like. For some the small amount of tension provided by people who look intimidating contributes to the street's vitality. These "undesireables" are not the prevalent group of people who congregate on Yonge Street.

RESIDENCE. Visitors from the suburbs like, more than anything else, the people who gather on Yonge Street. 32.1% of suburban visitors say that they like the people best. In comparison just over 25% of respondents from the City and from out of town best like the people on the street.

AGE. The average number of respondents from each age group who say that they like the people on the street more than any of its other aspects is at a high of 32% among respondents in the 18 and under age group and declines steadily to a low of 17.4% among those over 60 years.

SHOPPING.
Another popular aspect of Yonge Street is the variety of shopping. The Yonge Street area provides a certain range of goods that is not available in such concentration in any other area of the City. Yonge Street is probably the best place to buy such goods as cameras, stereos, records, and inexpensive trendy clothing. People occasionally include the stores of the Eaton Centre when they mention of the range of goods available on Yonge Street. For many people, the Eaton Centre is a part of the street.

RESIDENCE. The average number of people who say that they like best the variety of shopping on Yonge Street is highest at 25.2% among those from out of town. The popularity of this answer declines steadily in direct relation to the decline in the distance at which the respondent lives from the study area: 14.3% of downtown residents say they like the variety of shopping the best.

The suburbanites and out of towners enthusiasm for the variety of shopping on the street reflects the orientation of the shops. Record, camera, stereo stores, clothing stores, as well as the fast food outlets are all attractive to the people who come to the street to wander and thus to escape what they consider to be the ordinary. The street serves the needs of these people. It is possible on the other hand that the people who live downtown do not find stores such as supermarkets that are oriented towards some of their needs. Therefore, Yonge Street does not serve all the needs of downtown residents. These people have, one may assume, found different areas of the city to buy different types of goods.

EXCITING.
This would support the finding that many people like the street because they think it is exciting. Yonge Street is out of the ordinary, and special. This excitement reflects a number of factors. It may arise from a combination of some parts of the two most popular answers: the people and the variety of shopping. Other respondents said that the bright lights and urban atmosphere

of Yonge Street attracted them. These are answers that illustrate the biggest strength of Yonge Street—its' variety of everything..

RESIDENCE. People from the downtown area and those from out of town are above the average in responding that the aspect of Yonge Street they liked best is its exciting atmosphere. 17.0% of people from out of town give this response, as do 11.6% of those who live downtown. On the other hand, only 7% of other City of Toronto residents, and 6% of suburban residents give this response. The excitement of Yonge Street is most appararent to the sightseer.

It seems obvious that the street should be exciting to people from out of town. There are many aspects of the street that make it out of the ordinary and a fascinating place for a stroll. Respondents from downtown are probably above average in saying that the street is exciting, for many downtown residents may have chosen to live in this area precisely because they enjoy the excitement of urban living.

Therefore, it is important to make sure that as Yonge Street changes, one of the main priorities of those who want to improve Yonge Street should be to ensure that the changes in no way undermine this element of Yonge Street: an element which many people consider to be its greatest strength. Yonge Street is a place to go to see people, to see something new, to buy certain types of goods, to have an experience which is only available on Yonge Street.

NO LIKES.
One of the most interesting findings is the number of people who live in the downtown area and responded that there is nothing about the street they like. The people who have chosen to live in the downtown area note the attractions of Yonge Street much less than the people who travel downtown to see the street. For example, very few of the people from out of town responded that they have no likes. Yonge Street is still a strong tourist attraction and part of the uniqueness of the City which makes it a popular destination for tourists.

DISLIKES.

QUESTION 2.: What do you dislike about Yonge Street?

RESPONSES:	#	%	ADDITIONAL RESPONSES	#	%
No dislikes	108	21.6		1	0.7
Car traffic	60	12.0		13	10.1
Panhandlers, etc.	52	10.4		14	10.8
The people	45	8.9		9	7.0
Poor appearance	37	7.4		12	9.3
Crowds	35	7.0		7	5.4
Litter	29	5.8		16	12.4
Prostitution	27	5.4		16	12.4
Noise	16	3.2		8	6.2
Crowded Sidewalks	11	2.2		6	4.7
Harrasement	10	2.0		8	6.2
Pollution	9	1.8		7	5.4
Street Vendors	4	.8		1	0.7
Needs parking	4	.8		0	0.0
Qual/Cost of goods	3	.6		4	3.1
Everything	4	.8		0	0.0
No opinion	12	2.4		0	0.0
Other	35	7.0		7	5.4
TOTAL	501	100.1		129	99.8

OTHER ANSWERS
-destroyed too many old buildings
-sleazy
-Eaton Centre
-don't like the types of stores
-too much consumerism
-sidewalks too crowded
-too dark at night
-too many pimps and prostitutes
-too small
-not enough diversity of stores
-stores close too early

COMMENTARY

The aspects of Yonge Street that people say they dislike are two-fold. Some of these dislikes are things that are almost a part of the street, whereas some of the other dislikes are generally superficial things and can be improved through appropriate action. For example, there is no forseeable action by the City which could "improve" the types of people on the street, although different types of people could be encouraged to come to the street. On the other hand, there are a number of possible solutions to the problems of car traffic, and the unattractive exteriors of some stores.

AUTOMOBILE TRAFFIC.
According to the survey, the most unpopular aspect of Yonge Street is automobile traffic. There are a number of aspects of automobile traffic that people on Yonge Street do not like. The primary dislikes are the noise,

pollution, and the sheer number of cars. Many respondents say that there are simply too many cars on the street.

RESIDENCE. The average number of people who say that they dislike the automobile traffic more than any other aspect of Yonge Street is highest, at 16.1%, among those who live downtown, and, at 14.3%, among visitors from out of town. 10.9% of other City of Toronto residents say they dislike the automobile traffic the most, as do 7.1% of suburban residents interviewed.

AGE. The automobile traffic on the street is most unpopular with the 26 to 40 year old age group: 15.4% of such respondents dislike the traffic on Yonge Street. 13.4% of 19 to 25 year olds say they dislike automobile traffic most, as do 11.3% of 41 to 59 year olds.

PANHANDLERS AND PEOPLE.
Another aspect of Yonge Street which some respondents dislike is the people. It can be assumed that these are different people than those refered to in question 1. For example, many respondents refer directly to the panhandlers and indigents when asked what they dislike most about the street. Other respondents are less specific. They respond that they simply do not like the people. They may have in mind some of the other types of people on the street, such as the pimps or "street kids", as well as the indigents and prostitutes. All in all, some of the people on the street constitute a major dislike for many of the respondents.

RESIDENCE. Panhandlers are most unpopular among respondents from the suburbs, with 15.5% of these respondents saying they dislike panhandlers the most as do 10.1% of respondents from Toronto who do not live downtown. Only 6.1% of the people from out of town, and 8.9% of people who live downtown, answered this question the same way. The same trend appears in the average number of people who say they dislike the people on the street more than any other of its aspects. 14.7% of non-downtown Toronto residents, and 13.1% of suburban residents say they dislike the people on the street the most. This compares to 4.5% of downtown residents, and 6.1% of visitors to the city, who share this dislike.

POOR APPEARANCE.
Those who cite the poor appearance of Yonge Street as what they dislike mention two major areas of concern. The first is the condition of the sidewalks. The sidewalks are broken and patched, with many subway grilles on them that catch women's heels, and with differences in grade that cause people to stumble. The second area of concern is the appearance of some of the buildings on the street. Several respondants mention some stores have badly maintained exteriors.

RESIDENCE. Those who are closest to Yonge Street answer most frequently that the aspect of Yonge Street they disliked most is its poor appearance. 8% of downtown residents and 10% of other City of Toronto residents answer that this is what they most dislike.

PROSTITUTION.
5.4% of the respondents say they dislike the presence of prostitutes on Yonge Street. Some say they resent being harassed by the women while others did not like the atmosphere they help create on the street.

RESIDENCE. At 9.8%, more than any other group of respondents, the prostitution on the street is listed as the main dislike of downtown residents. Less people from the suburbs, 4.8%, and from out of town, 1.4%, say that prostitution is the aspect of Yonge Street which they dislike the most.

AGE. Prostitution is most unpopular with the younger and the older people on the street. 7.4% of 19 to 25 year olds say they dislike the prostitution the most -- as do 8.6% of those over 60 years old. However, only 3.4% of 26 to 40 year olds, and 1.9% of 41 to 59 year olds, say prostitution is the aspect of Yonge Street they dislike the most.

NO DISLIKES.
The people who said that there is nothing to dislike about Yonge Street often accompanied their remarks with comments such as "How could I dislike anything about this great street?".

RESIDENCE. Respondents from the suburbs, 25%, and from out of town, 35.4%, responded most often that they have no dislikes. Respondents from downtown Toronto say they have no dislikes 16.1% of the time, and those from other areas of Toronto give this answer 9.3% of the time.

AGE. The older age groups are more inclined than the younger ones to say they have no dislikes. For example, 30.2% of 41 to 59 year olds answer that they have no dislikes; in comparison 18.3% of 19 to 25 year olds give the same response.

A conceivable dislike, remarkable for its absence, is the problem of crime. No-one suggests that crime is a problem. This is a re-affirmation of the fact that Yonge Street is a safe street, and that the people on it recognise this.

PURPOSE OF TRIP

QUESTION 3: What is the main purpose of your downtown trip?

RESPONSES:	#	%	ADDITIONAL RESPONSES:	#	%
Shopping	174	34.7		27	29.3
Work	112	22.4		4	4.3
Sightseeing	45	9.0		19	20.7
Entertainment	42	8.4		7	7.6
Strolling	32	6.4		13	14.1
Hanging out	26	5.1		7	7.6
En route to home	24	4.8		3	3.8
Eating	21	4.2		10	10.9
Other	19	3.8		2	2.2
No answer	6	1.2		0	0.0
	501	100.0		92	100.5

OTHER ANSWERS
-people watching
-to meet someone

COMMENTARY

The responses to this question are generally in keeping with Yonge Street's role as Toronto's main street. The one exception is that a main street should serve more of an entertainment role. However, the high number of shoppers is encouraging, as is the high level of tourism.

SHOPPING.
More than a third of respondents say the main purpose of their trips downtown is to shop. These people plan to make a purchase either in one of the Yonge Street stores or at the Eaton Centre. When the people who say that their main purpose is not shopping, but noted that they plan to shop on the street are included, then it becomes apparent that more than 40% of respondents plan to buy something on Yonge Street.

RESIDENCE. The answer "shopping" is most popular among respondents from the suburbs and out of town, at 38.1% in each case. 33.9 % of downtown residents say they are shopping, as do 31% of other City of Toronto residents.

AGE. The people who answer most often that the main purpose of their trip is shopping are those 60 and over, at 47.8%, although the under 18 respondents are not far behind at 46%. It must be noted that there is a great number of people under 18 on the street and a relatively small number of people over 60 years of age. The average number of people who say their main purpose is shopping declines steadily after that down to a low of 26.4% for 41 to 59 year olds.

WORK.
A large number of the people on Yonge Street are in the area of their workplace. They are most evident as they stroll at lunchtime, and from four p.m. to seven p.m. as they stroll and while they are in transit to work.

PROSTITUTION.
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WORK.
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RESIDENCE. The respondents who live downtown are less likely to be on the street to go to work. 19.6% of these people say that this is the main purpose of their trip. This compares to 31% of people from other areas of Toronto, and 33% of people from the suburbs who go to work via Yonge Street. It is likely that many uptown residents walk home up Yonge Street, but many may decide to walk up Yonge Street and then catch the subway further up Yonge Street.

ENTERTAINMENT.

RESIDENCE. The highest average of respondents who answer that they come to Yonge Street for entertainment is from the non-downtown area of the City of Toronto, at 11.6%, compared to 8% for downtown residents, 8.3% for suburban residents, and 6.8% for out of town residents.

AGE. Members of the 19 to 25 age group respond more often than other groups, at 12.4%, that the main purpose of their trip to Yonge Street is for entertainment. This compares to 8.4% for those under 18, and only 4.7% for those from 26 to 40 who head to Yonge Street for entertainment.

SIGHTSEEING.

RESIDENCE. Almost all of the people who say they come to the street to sightsee are from out of town, yet 8.3% of suburban residents also say that the main purpose of their trip to Yonge Street is to sightsee.

AGE. The popularity of Yonge Street for tourists increases with each age group: from 13.4% for 25 to 40 year olds, to 17.4% for those over 60 years of age.

EATING.

The pedestrians who live in the downtown area are the people who most often say they are on Yonge Street to eat while those from outside the area say that they are there to shop or to sightsee. It should be noted that people living downtown can have one purpose in mind when on Yonge due to the proximity of the street. People living in the suburbs tend to do several things while on Yonge Street so that their main reason for being there may be to shop, yet they usually also stop in the area to eat.

SHOPPING

QUESTION 4: If for shopping, what are you shopping for?

RESPONSES:	#	%
Clothing	86	36.6
Records	46	19.6
Books	13	5.5
Jewelery	10	4.3
Food	9	3.8
Stereos	8	3.4
Cameras	7	3.0
Window Shopping	10	4.3
Other	46	19.5
	235	100.0

OTHER ANSWERS
-make-up
-anything that catches the eye
-furniture
-hardware
-a boa constricter
-souvenirs

COMMENTARY.

Yonge Street is a unique shopping area in the City because its stores serves not just the immediate area around it, but the Toronto area as a whole. Because it serves this larger area, the goods that are bought there are items which most people do not buy on a regular basis, such as clothes, records, cameras and stereos.

There are a variety of goods sold on Yonge Street to all age groups. However, the most popular items, clothing and records, are purchased most often by the younger people on the street. This is one statistical reflection of the youth orientation of the street. The small figures for cameras and stereos might seem to contradict the large number of stores selling these goods on Yonge Street. It must be noted that these are high ticket items bought infrequently, and requiring a high level of retail service. Although the number of shoppers may be low, it is high for the merchandise involved.

CLOTHING.
RESIDENCE. According to our study, The people most likely to buy clothes on Yonge Street do not live in the downtown area. For example, 45.3% of the shoppers on Yonge Street who are from out of town say they buy clothing, as compared to 37.5% of downtown residents. 44% of people from other areas of Toronto say they buy clothes on Yonge Street, as do 40.5% of people from the suburbs.

AGE. Clothing is bought by both the younger and older age groups on Yonge Street. 47.2% of shoppers under 19, 50.7% of shoppers between 19 and 25, 41.1% of shoppers between 41 and 59, and 58.3% of those over 60 all say they plan to buy clothes. The only age group that does not buy clothing as often on Yonge

Street is the 26 to 40 age group. Only 27.3% of shoppers in this age group say they come to the street to buy clothes.

SEX. Far more female shoppers than male say they come to the street to buy clothing. 51.7% of women say clothing is what they plan to buy; 35.9% of men give the same response.

RECORDS.

RESIDENCE. People from the suburbs seem most inclined to buy their records on Yonge Street. 29.7% say this is what they shop for. 20.3% of shoppers from out of town also say they plan to buy records. However, only 10% of downtown residents, and 16.3% of other City residents say they were planning to buy records.

AGE. The younger shoppers on the street are most inclined to buy records. 27.7% of these people say that records is what they plan to buy, compared with 19.2% of 19 to 25 year old shoppers, 18.2% of 26 to 40 year old shoppers, and 11.8% of 41 to 59 year old shoppers.

SEX. Men are much more inclined to buy records on Yonge than women. 26.2% of male shoppers say this is what they plan to buy, compared to only 9% of female shoppers.

FAVOURITE SECTION

QUESTION 5: What is your favourite section of Yonge Street?

RESPONSES:	#	%
Harbour to Front	5	1.0
Front to Queen	15	3.0
Queen to Dundas	20	4.0
Eaton Centre	57	11.4
Dundas to College	107	21.4
Queen to College	64	12.8
College to Bloor	39	7.8
Harbour to Bloor	18	3.6
Bloor and Yonge	37	7.4
Summerhill	5	1.0
St. Clair and Yonge	20	3.9
Eglinton and Yonge	13	2.6
Other	14	2.8
No answer	87	17.4
	501	100.1

COMMENTARY

Yonge Street between Queen Street and College is the favourite section of half of the respondents. This section, even with all its inherent and publicized faults, is still very popular. Included in this area are the street's strongest attractions and identifiable images -- the "Strip", favoured by 21.4% of respondents, and the Eaton Centre, favoured by 11.4% of respondents.

Other popular areas are the section between College and Bloor, 7.8%, which has the attraction of being a vibrant retail strip, but without some of the more controversial aspects of the strip, and Bloor and Yonge, 7.4%, with its high class stores and proximity to Yorkville.

PLACE OF RESIDENCE

QUESTION 6: Where do you live?

RESPONSES:	#	%
City of Toronto:		
Downtown	112	22.4
North	47	9.4
East	38	7.6
West	44	8.8
East York	9	1.8
York	4	.8
North York	47	9.4
Scarborough	37	7.4
Etobicoke	14	2.8
Other	147	29.3
No answer	2	0.4
	501	100.1

OTHER PLACES OF RESIDENCE

-Kitchener
-Buffalo
-St John's, NFLD
-Acapolco, Mexico
-London, Ontario
-Ann Arbour, Michigan
-Maple
-Quebec City
-Oshawa
-James Bay
-Detroit
-Mississauga
-Los Angeles
-King City
-London, England
-Pittsburg
-Beeton

COMMENTARY

In general, there are four different groups which came to Yonge Street. The largest number, 29.3%, are from outside Toronto. The second largest group, at 22.4%, are those who live in the downtown area bounded by Parliament, Bloor, Spadina, and the lake. The third group are those from other areas of the City of Toronto, which make up 25.8% of respondents. Finally, people from the suburbs make up 21.6% of respondents.

FREQUENCY OF TRAVEL TO DOWNTOWN

QUESTION 7: How often do you travel downtown?

RESPONSES:	#	%
Once a day or more	175	34.9
2x to 6x a week	81	16.2
Once a week	67	13.4
2x to 3x a month	51	10.1
Once a month	32	6.4
2x to 11x a year	24	4.8
Once a year	35	7.0
No answer	36	7.2
	501	100.0

COMMENTARY

By no means are all those who come to Yonge Street daily workers in the area. Many are people who live in the downtown core and use the street's shops and services for many of their needs. Over 50% of the respondents come to Yonge Street at least once a week and the majority come daily.

WILLINGNESS TO COME TO STREET

QUESTION 8a: Do you come to Yonge Street during the day?

RESPONSES:	#	%
Yes	439	87.6
No	44	8.8
No answer	18	3.6
	501	100.0

COMMENTARY

The significant figure obtained from this question is that almost 10% of the respondents do not come to Yonge Street during the day For some people, Yonge Street's sole attractive time is night.

QUESTION 8b: Do you come to Yonge Street during the night?

RESPONSES:	#	%
Yes	319	63.7
No	152	30.3
No answer	30	6.0
	501	100.0

COMMENTARY

Just over 30% of respondents do not come to Yonge at night. A large number of these people are those who work downtown and live in the suburbs. In addition, there are people who feel ill at ease on Yonge Street at night and, as a result, avoid it.

POLICING

QUESTION 9: Do you think there is an adequate level of police patrolling on the street?

RESPONSES:	#	%
Yes	336	67.1
No	118	23.5
Not Sure	28	5.6
No Answer	19	3.8
	501	100.0

COMMENTARY

The majority of people surveyed feel that there is an adequate level of policing while some suggest that there may be too many police on the street. Those who do not feel the level of police protection is adequate cited the number of vagrants to be found on the street. A few people say that they have been in situations in which a policeman was needed but impossible to find.

AGE. The feeling that there is not an adequate level of police patrolling on the street comes mostly from the 41 to 59 years age group, of whom 28.3% express this feeling, although the 60 and over, at 26.1%, and the under 18 at 26.7, are also above average. However, the 19 to 25 age group, at 22.3%, and the 26 to 40, at 22.1%, are below average in their feeling that there is not enough police.

SEX. 29% of female respondents are of the impression that there is not an adequate level of police patrolling on the street; 20.6% of the male respondents share this impression.

RESIDENCE. The answers given, when cross tabulated against where the person lives, produce still different answers. On average, only 18.3 of City of Toronto residents think there is not an adequate level of policing. However, one exception is the west end of the City. 34.0% of these people think there is not an adequate level. People from the suburbs are largely of the opinion that there is an adequate level. Only 16.4% of these people think there isn't. However, 33.3% of the people on Yonge Street from out of town think there is not an adequate level of policing.

VENDORS

QUESTION 10: Should the street vendors be allowed to remain on Yonge Street?

RESPONSES:	#	%
Yes	431	86.0
No	58	11.6
No answer	12	2.4
	501	100.0

RESPONSES: YES	#	%	NO	#	%
No problems	102	23.7	Nuisance	21	36.2
Colour/vitality	87	20.2	Vendors undesirable	19	32.8
Atmosphere	63	14.6	Do not pay rent	5	8.6
Making a living	63	14.6	Other	11	19.0
Unique service	25	5.8	No answer	2	3.4
Convenient	16	3.7		58	100.0
Cost/quality	16	3.7			
Unique goods	10	2.3			
Other	40	9.3			
No answer	9	2.1			
	431	100.0			

OTHER ANSWERS
-tourist attraction
-disrupts traffic

COMMENTARY

The vendors have a lot of support among the Yonge Street pedestrians. The vendors are obviously one of the elements that attracts so many people to the street. If the attitudes of the pedestrians were the only consideration, the vendors should not be regulated at all.

There are a number of reasons for the popularity of the vendors. Many people want to see them remain on the street because they feel that the vendors add something extra to the street, a little more colour, a little more vitality. Not everyone is supportive of them however. The biggest complaint is that they are simply a nuisance because they either block traffic or attract crowds which block the sidewalk.

AGE. The vendors are most popular with the 26 to 40 year olds, at 91%. The support for the vendors declines with the 41 to 59 group to 77%, and the 60 and over age group to 65%. The younger age groups are also very supportive of the vendors, with 88% of the 19 to 25 year olds saying the vendors should be allowed to remain on the street, and 86% of those under 18 years agreeing.

SEX. More women than men think that the street vendors should be allowed to remain on Yonge Street. 89.7% of the women, as opposed to 84.5% of the men answer yes to this question.

RESIDENCE. The sidewalk vendors receive the support of 90% of people from the suburbs and 88% of people from out of town. Those who live downtown are about

average, at 88%, in the number who think the vendors should be allowed to remain on the street, while those from other areas of the City are less supportive, at 80.6%.

SIDEWALK WIDENING

QUESTION 12: The City is proposing to widen the Yonge Street sidewalks. What do you think of this idea?

RESPONSES:	#	%
Good idea	363	72.5
Poor idea	112	22.4
Not sure	10	2.0
No answer	16	3.1
	501	100.0

RESPONSES:

GOOD IDEA	#	%
Too crowded	190	52.3
Reduce traffic	70	19.3
Sidewalks unsafe	29	8.0
More customers	24	6.6
Allow more cafes	12	3.3
Allow trees, etc	10	2.8
Allow for vendors	3	0.8
Other	12	3.3
No answer	13	3.6
	363	100.0

BAD IDEA	#	%
Will Reduce traffic	50	44.6
Fine as is	24	21.4
Best crowded	3	2.7
Other	31	27.7
No answer	4	3.6
	112	100.0

OTHER ANSWERS
-make people browse
-gives street European flavour
-as long as they don't bother people
-its a business
-stay on side streets
-good for tourists
-its not a through-way
-make it more pedestrain oriented
-its fine now
-traffic will get heavier on Church and sidestreets
-will make it easier to stroll
-easier to cross street
-waste of money
-will add to atmosphere
-will reduce business during construction

COMMENTARY

LOCATION. 75.1% of people who answered the question north of Dundas think the sidewalk widening is a good idea, while fewer, 68%, of those who were questioned south of Dundas think the widening is a good idea. It is interesting to note that in the area north of Dundas the widening is more popular on the less crowded west side, at 76.6%, than on the east side, at 73.4%. One possible explanation for this is that people on the west side are on that side to avoid the crowds on the east side, whereas the people on the east sied are not as bothered by the crowds as are people on the west side.

AGE. Support for the sidewalk widening is most popular with the 26 to 40 year olds, at 77.2%. As the age group increases or declines from here, less people think the widening is a good idea. Only 56% of those over 60 years, and 70.4% of those under 18 years old think it is a good idea.

RESIDENCE. The highest support for the widening comes from the northern part of the City, at 77%, and from downtown residents, at 83%. Those from the suburbs are generally supportive, at 71.4%, as are those from out of town, at 71.4%. The idea is less popular among those from the east and west sections of the City, with, respectivily, at 52.6% and 63.6% of such respondents saying it is a good idea.

SUNDAY OPENINGS

QUESTION 14: Should Yonge Street stores be allowed to open on Sundays?

RESPONSES:	#	%
Yes	347	69.2
No	111	22.2
Only some	19	3.8
No answer	24	4.8
	501	100.0

COMMENTARY

Sunday openings are a popular idea. Many people feel that stores should be allowed to open Sundays because it is one of the two days of the week they have off, and because they want this day to shop since Saturday isn't enough.

Those who think that stores shouldn't be allowed to open on Sundays either are concerned with the morality of opening on Sunday, or feel that not allowing Sunday openings would permit store owners and employees at least one day off per week

AGE. The popularity of Sunday openings declines steadily with each successive age group. For example, 77% of those under 18 are in favour, as opposed to only 56% in the 41 to 59 year old age group.

RESIDENCE. Support for the Sunday openings does not seem to depend upon the place of residence, with 73% of downtown residents answering yes, as opposed to 67% of people from the suburbs answering yes, and 69% of those from out of town.

FEEL AT EASE

QUESTION 15a: Do you feel at ease on Yonge Street during the day?

RESPONSES:	#	%
Yes	466	93.0
No	23	4.6
No answer	12	2.4
	501	100.0

COMMENTARY

DAY:

Cross-tabulations yield little differences among the number of people from different groups who answer that they feel at ease on Yonge Street during the day.

QUESTION 15b: Do you feel at ease on Yonge Street during the night?

RESPONSES:	#	%
Yes	333	66.5
No	111	22.1
No answer	57	11.4
	501	100.0

COMMENTARY

Although the people on Yonge Street generally feel at ease, especially in the day, and also at night, nevertheless a significant number of peple don't feel at ease at night.

Even some of those who say that they are at ease qualify this response by saying that they feel at ease mostly becasue they are with other people.

NIGHT:

AGE. The number of people who answer that they do feel at ease on Yonge Street on Yonge Street is fairly constant in the first three age groups, at 70.8%. However, in the 41 to 59 years age group, the numbers of people who answer that they feel at ease at night drops to 52.8%, and 26% of the over 60 age group answer that they feel at ease at night.

SEX. Almost twice as many women as men say they do not feel at ease on Yonge Street at night. 31.2% of women say they do not, as opposed to 16.7% of males.

RESIDENCE. The people who feel the least at ease are those from the suburbs, with 38% from North York saying they do not feel at ease on Yonge Street at night, and 32% from Scarborough also saying they don't. On the other hand, 24.1% of the people interviewed who live downtown and only 17% from the northern area of the City say they don't feel at ease. Most importantly, only 15% of the people who come to Yonge Street from out of town say they do not feel at ease on Yonge Street at night.

IMPROVEMENTS

QUESTION 16: What improvements would like to see made to Yonge Street and its shops and services?

RESPONSES:	#	%	ADDITIONAL RESPONSES:	#	%
Clean up street	56	11.2		10	7.5
Renovate stores	34	6.8		17	12.8
Bring back mall	28	5.6		12	9.0
More trees/green	22	4.4		12	9.0
Rid of sex indust.	20	4.0		8	6.0
Widen Sidewalks	15	3.0		8	6.0
Better Stores	15	3.0		13	9.8
Rid "undesirables"	15	3.0		6	4.5
Outdoor Cafes	14	2.8		10	7.5
Ease Traffic	9	1.8		5	3.7
Widen Street	5	1.0		5	3.7
Remove vendors	5	1.0		2	1.5
No improvements	53	10.6		2	1.5
Other	52	10.4		23	17.3
No answer	158	31.5		0	0.0
	501	100.1		133	99.8

OTHER ANSWERS
-make accesible for the handicapped
-fix sidewalks
-street musicians should be able to play without being harrased
-too many heavy-handed policemen
-better restaurants
-it needs a better reputation
-better lighting
-more parking
-more variety and character
-more live entertainment
-longer store hours
-cut down on noise
-signs standardized
-public washrooms
-have more street-artists

COMMENTARY

CLEAN UP STREET. When respondents said that the street needs cleaning up, they were referring to physical aspects such as the sidewalks and storefronts as well as wanting to rid the street of certain types of people such as the indigents.

RESIDENCE. The highest average number of people who say they think the street should be cleaned up comes from those who live out of town, at 15.6%. The other people on the street give this answer about 10% of the time.

AGE. The desire to clean up the street is highest among the 41 to 59 year old age group, at 18.9%, although the under 19 group gives this answer 12.7% of the time. Both the 19 to 25 and 26 to 40 age group give this response about 10% of the time.

SEX. A higher percentage of women, 13.4, than of men, 10%, feels that the street should be cleaned up.

RENOVATE STORES.
RESIDENCE. The people who live downtown give this response 8% of the time, and other residents of the City give it 7.8% of the time. 7.1% of the people from the suburbs and only 4.8% of the people from out of town also give this response.

AGE. The trend to give this response is generally the same as that to clean up the street.

SEX. Men on the street gave this response 7.8% of the time, compared to 7.0% by women.

CREATE PEDESTRIAN MALL.
RESIDENCE. The idea of a pedestrian mall is more popular with people who live downtown. 25% say this is an improvement which they would like to see made to Yonge Street. 6.8% of other people living in Metro Toronto gave this response, as did 3.4% of people living out of town.

SEX. The idea of a mall is more popular with men, 6.1% than women, 4.8%.

MORE TREES AND GREENERY.
RESIDENCE. Again, it is mostly the people who live downtown that want to improve the street by improving the atmosphere. 7.1% of downtown residents give this response, as do 6.2% of other City of Toronto residents. Only 1.2% of suburban residents, and only 2% of people who do not live in Toronto, give this response.

AGE. This response is given most often by the 26 to 40 age group at 6.1%. 19 to 25 year olds give this response 4% of the time, and 41 to 59 year olds give this response 5.7% of the time.
SEX. More women, 7%, than men, 2.9%, would like to see more trees and greenery on the street.

SEX INDUSTRY.
RESIDENCE. People from downtown, 5.4%, and other areas of the City, 7%, think that the sex industry should be removed from Yonge Street. At 1.2%, people from the suburbs did not give this answer as often. People from out of town only give this response 1.4% of the time.

APPENDIXES

APPENDIX 1

COMPARISON OF MERCHANT AND PEDESTRIAN STUDIES

COMPARISON OF MERCHANT AND PEDESTRIAN STUDIES

To a large extent, the Merchant and the Pedestrian Studies reveal the same things about Yonge Street. Although the interests of the two groups are different, both these groups see Yonge Street in essentially the same way, and agree on the ways in which the street should be changed.

VENDORS.

SIMILARITIES. Both the merchants and the pedestrians generally like the street vendors, and for the same reasons. The vendors add colour and vitality to the street, and as a result make the street more exciting and enjoyable. Furthermore, a number of people from both groups say they admire the entrepreneurial spirit of the vendors.

Both the merchants and the pedestrians who said they do not like the vendors on the street say the vendors are a nuisance or look bad and thus hurt the appearance of the street.

DIFFERENCES. Pedestrians are less interested in getting the vendors off of Yonge Street proper. Merchants, on the other hand, are very concerned about vendors competing with them, or blocking the entrance to their store.

WIDENING

SIMILARITIES. Both groups are supportive of widening the Yonge Street sidewalks. Both groups feel the widening is essential in order to reduce pedestrian congestion. The merchants feel the widening would increase the number of people, and therefore potential customers, who will come to Yonge Street, while the pedestrians want the widening becasue they feel it will make it easier to walk on the street.

The major argument of both merchants and pedestrians who are opposed to the widening is that it will reduce automobile traffic. They feel that this is either not fair to motorists, or will hurt the street in the long run.

PEDESTRIAN MALL

Over half the merchants interviewed on Yonge Street between College and Queen thought that Yonge Street should have a pedestrian mall. Although there was no question on the pedestrian survey aimed at finding out how popular a mall would be with the people on Yonge Street, some pedestrians did mention that they would like to see a mall. Furthermore, many pedestrians stated that their major dislike was the automobile traffic on Yonge Street. Therefore, it is apparent that a street mall would be popular with both the merchants and pedestrians on the street.

IMPROVEMENTS TO YONGE STREET

Both the merchants and the pedestrians say they are interested in seeing the exteriors of the Yonge Street stores improved because both think that it will improve the street, both as a place to do business and as a place to go.

APPENDIX 2

COMPARISON TO LAST PEDESTRIAN ATTITUDE SURVEY

COMPARISON TO LAST PEDESTRIAN ATTITUDE SURVEY

The last pedestrian attitude survey was done in the summer of 1978. As becomes apparent when the last survey is compared to this one, some of the attitudes of pedestrians have changed while others have stayed the same.

LIKES

-the people on Yonge Street are more popular with pedestrians now, at 26.1%, than in 1978, at 16.1%.
-more people on Yonge Street say they like the variety of shopping, 19.2%, than in 1978, 17.4%.
-there is little change in the number of respondents who say what they like about Yonge Street is that it is exciting. 11.8% said it in 1985, compared to 11.1% in 1978.
-the number of people who say they have 'no likes' has stayed roughly the same, at 13.4% compared to 13.0%.

DISLIKES

-more people in 1985 than in 1978 say they dislike the automobile traffic on Yonge Street, at 12% compared to 8.6%.
-more people on Yonge Street now, at 10.4%, than in 1978, at 8.2%, say they dislike the panhandlers on Yonge Street the most.
-more respondents today say they dislike the people on the street. This study found 8.9% of the respondents say they don't like the people, compared to 6.9% in 1978.
-litter on the street was not noted as a problem today as much as it was in 1978, 5.8% of respondents say this is what they dislike about Yonge Street, compared to 6.5% in 1978.
-The sex industry, including prostitution, was not given as the respondents' major dislike in 1985 as much as it was in 1978. Only 5.4% gave this response, compared to 11% in 1978.
-the number of people on the street who say they have no dislikes has gone up since 1978, at 21.6% today, compared to 16.8% then.

MAIN PURPOSE OF TRIP

-more people today than in 1978 say the main purpose of their trip is shopping, at 34.7% compared to 32.3%.
-fewer people in 1985 say they are on the street because of work, or because they are going to or coming from work, at 22.4% today, and 28.6% in 1978.

RESIDENCE

-more people from the City of Toronto are on the street today than in 1978, a comparison of the two studies reveals. Today, 48.2% of people on the street say they live in the City, compared to 37.7% in 1978.
-in the last seven years, the percentage of people on the street from the suburbs has declined, at 19.6% compared to 26.8%.
-more tourists are on teh street today than in 1978 according to the two surveys, at 29.3% today compared to 26.7% in 1978.

VENDORS

-the vendors are far more popular today among Yonge Street pedestrians, at 86.0%, than in 1978, at 69.9%.

SUNDAY OPENINGS
-there is almost no change in the popularity of allowing merchants to open their stores on Sundays, at 73% today compared to 72.1% in 1978.

FEELING AT EASE ON STREET
-people today feel as at ease on the street today, 93%, as they did in 1978, 92.7%.
-people feel less at ease on Yonge Street at night now, with 66.5% of respondents saying they feel at ease, than they did in 1978, when 75.7% said they do.

IMPROVEMENTS
-more people today than in 1978 say Yonge Street should be cleaned up, at 11.2% and 7.2% respectively.
-about the same percentage of people say they would like to see the stores renovated. In 1985, 6.8% say this is the improvement they would like to see, compared to 6.6% in 1978.
-fewer of the pedestrians on the street today, than in 1978, said the improvement they would like to see is the return of the street mall. 5.6% of the respondents to this study say this is the improvement they would most like to see, compared to 13.8% in 1978.
-fewer respondents in 1985, at 4.4%, than in 1978, at 8.6%, say what they would like to see most is more greenery on the street.
-there does not seem to be as much of a need to clean up the sex industry today, 4.0%, as there was in 1978, 5.9%, a comparison of the two surveys reveals.
-a higher percentage of respondents today, 10.6%, than in 1978, 4.3%, said they did not see a need for any improvements.

AGE.
-there are more people on the street who are 18 and under, 14.2%, than there were in 1978, 7.0%.
-more people in the 19 to 25 age group are on the street now than in 1978, at 40.3% and 30.2% respectively.
-about the same percentage of pedestrians come from the 26 to 40 age group today, 29.7%, as in 1978, 32.3%.
-there are less than half the percentage of 41 to 59 year olds on the street now than there were in 1978, at 10.6% and 22.6% respectively.
-the percentage of people over 60 years of age on Yonge Street has also declined since the 1978 survey, from 7.9% in 1978 to 4.6% in 1985.

SEX.
-the percentage of females on the street has declined from 42.1% in 1978 to 37.1% today.

APPENDIX 3

GENDER COUNT

GENDER COUNT

An informal gender count was made by the study team in order to determine the approxiamate ratio of men to women on Yonge Street. In addition, this gender count also served to verify that the selection method used to obtain respondants supplied a reasonable cross section of the population on the street.

The count was quite simply made.On Friday, May 17, a member of the study team stood at a spot at the intersection of Yonge and Dundas and recorded the sex of each person passing in both directions. A mark was entered in one of two columns for each person.

The finding of this gender count is signifcant because it is evident that many more men than women are on Yonge Street. Almost two thirds of the people on Yonge Street are male, and just more than one third are female.

TIME	LOCATION	MALE #	%	FEMALE #	%
4:15 p.m.	South east corner	150	57.7%	110	42.3%
4:30 p.m.	North east coner	124	65.3%	66	34.7%
8:30 p.m.	North east corner	150	60.5%	98	39.5%

APPENDIX 4

TABLES

TABLES

DATE:	#	%
Tuesday, May 14	90	17.9
Wednesday, May 15	62	12.9
Thursday, May 16	98	19.6
Friday, May 17	102	20.4
Saturday, May 18	136	27.2
Sunday, May 19	6	1.2
No answer	7	1.4
	501	100.6

TIME:	#	%
08:00	3	0.6
09:00	9	1.8
10:00	17	3.4
11:00	27	5.4
12:00	44	8.8
13:00	45	9.0
14:00	68	13.6
15:00	54	10.8
16:00	35	7.0
17:00	43	8.6
18:00	45	9.0
19:00	34	6.8
20:00	32	6.4
21:00	24	4.8
22:00	7	1.4
23:00	1	0.2
24:00	5	1.0
No answer	8	1.6
	501	100.2

LOCATION:	#	%
North-east	128	25.6
North-west	141	28.1
South-east	99	19.8
South-west	125	24.9
No answer	8	1.6
	501	100.0

QUESTION: What do you like about Yonge Street?

RESPONSES:	#	%	ADDITIONAL RESPONSES:	#	%
The people	131	26.1		46	25.4
Variety of shops	96	19.2		27	14.9
Exciting	59	11.8		26	14.4
Urban Environment	37	7.4		26	14.4
Specialty stores	22	4.4		16	8.8
Entertainment	14	2.8		16	8.8
Place to go	6	1.2		7	3.9
Department Stores	5	1.0		2	1.1
Open air	5	1.0		1	.5
Food	2	0.4		7	3.9
Inexpensive	1	0.2		1	.5
Everything	17	3.4		1	.5
No likes	67	13.4		0	0
No opinion	16	3.2		0	0
Other	23	4.6		5	2.8
TOTAL	501	100.1		181	99.9

QUESTION: What do you dislike about Yonge Street?

RESPONSES:	#	%	ADDITIONAL RESPONSES	#	%
Car traffic	60	12		13	10.1
Panhandlers, etc.	52	10.4		14	10.8
The people	45	8.9		9	7.0
Poor appearance	37	7.4		12	9.3
Crowds	35	7.0		7	5.4
Litter	29	5.8		16	12.4
Prostitution	27	5.4		16	12.4
Noise	16	3.2		8	6.2
Crowded Sidewalks	11	2.2		6	4.7
Harrasement	10	2.0		8	6.2
Pollution	9	1.8		7	5.4
Street Vendors	4	.8		1	0.7
Needs parking	4	.8		0	0.0
Qual/Cost of goods	3	.6		4	3.1
Everything	4	.8		0	0.0
No dislikes	108	21.6		1	0.7
No opinion	12	2.4		0	0.0
Other	35	7.0		7	5.4
TOTAL	501	100.1		129	99.8

QUESTION: What is the main purpose of your downtown trip?

RESPONSES:	#	%	ADDITIONAL RESPONSES:	#	%
Shopping	174	34.7		27	29.3
Work	112	22.4		4	4.3
Sightseeing	45	9.0		19	20.7
Entertainment	42	8.4		7	7.6
Strolling	32	6.4		13	14.1
Hanging out	26	5.1		7	7.6
Home	24	4.8		3	3.8
Eating	21	4.2		10	10.9
Other	19	3.8		2	2.2
No answer	6	1.2		0	0.0
	501	100.0		92	100.5

QUESTION: If for shopping, what are you shopping for?

RESPONSES:	#	%
Clothing	86	36.6
Records	46	19.6
Books	13	5.5
Jewelery	10	4.3
Food	9	3.8
Stereos	8	3.4
Cameras	7	3.0
Window Shopping	10	4.3
Other	46	19.5
	235	100.0

QUESTION: What is your favourite section of Yonge Street?

RESPONSES:	#	%
Harbour to Front	5	1.0
Front to Queen	15	3.0
Queen to Dundas	20	4.0
Eaton Centre	57	11.4
Dundas to College	107	21.4
Queen to College	64	12.8
College to Bloor	39	7.8
Harbour to Bloor	18	3.6
Bloor and Yonge	37	7.4
Summerhill	5	1.0
St. Clair and Yonge	20	3.9
Eglinton and Yonge	13	2.6
Other	14	2.8
No answer	87	17.4
	501	100.1

QUESTION: Where do you live?

RESPONSES:	#	%
City of Toronto:		
Downtown	112	22.4
North	47	9.4
East	38	7.6
West	44	8.8
East York	9	1.8
York	4	.8
North York	47	9.4
Scarborough	37	7.4
Etobicoke	14	2.8
Other	147	29.3
No answer	2	0.4
	501	100.1

QUESTION: How often do you travel downtown?

RESPONSES:	#	%
Once a day or more	175	34.9
2x to 6x a week	81	16.2
Once a week	67	13.4
2x to 3x a month	51	10.1
Once a month	32	6.4
2x to 11x a year	24	4.8
Once a year	35	7.0
No answer	36	7.2
	501	100.0

QUESTION: Do you come to Yonge Street during the day?

RESPONSES:	#	%
Yes	439	87.6
No	44	8.8
No answer	18	3.6
	501	100.0

QUESTION: Do you come to Yonge Street during the night?

RESPONSES:	#	%
Yes	319	63.7
No	152	30.3
No answer	30	6.0
	501	100.0

QUESTION: Do you think there is an adequate level of police patrolling on the street?

RESPONSES:	#	%
Yes	336	67.1
No	118	23.5
Not Sure	28	5.6
No Answer	19	3.8
	501	100.0

QUESTION: Should the street vendors be allowed to remain on Yonge Street?

RESPONSES:	#	%
Yes	431	86.0
No	58	11.6
No answer	12	2.4
	501	100.0

RESPONSES:

YES	#	%	NO	#	%
No problems	102	23.7	Nuisance	21	36.2
Colour/vitality	87	20.2	vendors undesirable	19	32.8
atmosphere	63	14.6	do not pay rent	5	8.6
making a living	63	14.6	Other	11	19.0
unique servic	25	5.8	No answer	2	3.4
Convenient	16	3.7		58	100.0
cost/quality	16	3.7			
unique goods	10	2.3			
other	40	9.3			
No answer	9	2.1			
	431	100.0			

QUESTION: The City is proposing to widen the Yonge Street sidewalks. What do you think of this idea?

RESPONSES:	#	%
Good idea	363	72.5
Poor idea	112	22.4
Not sure	10	2.0
No answer	16	3.1
	501	100.0

RESPONSES:

YES	#	%	NO	#	%
Too crowded	190	52.3	Will Reduce traffic	50	44.6
Reduce traffic	70	19.3	Fine as is	24	21.4
sidewalks unsafe	29	8.0	Best crowded	3	2.7
more customers	24	6.6	Other	31	27.7
Allow more cafes	12	3.3	No answer	4	3.6
Allow trees, etc	10	2.8		112	100.0
Allow for vendors	3	0.8			
Other	12	3.3			
No answer	13	3.6			
	363	100.0			

QUESTION: Should Yonge Street stores be allowed to open on Sundays?

RESPONSES:	#	%
Yes	347	69.2
No	111	22.2
Only some	19	3.8
No answer	24	4.8
	501	100.0

QUESTION: Do you feel at ease on Yonge Street during the day?

RESPONSES:	#	%
Yes	466	93.0
No	23	4.6
No answer	12	2.4
	501	100.0

QUESTION: Do you feel at ease on Yonge Street during the night?

RESPONSES:	#	%
Yes	333	66.5
No	111	22.1
No answer	57	11.4
	501	100.0

QUESTION: What improvements would like to see made to Yonge Street and its shops and services?

RESPONSES:	#	%	ADDITIONAL RESPONSES:	#	%
Clean up street	56	11.2		10	7.5
Renovate stores	34	6.8		17	12.8
Bring back mall	28	5.6		12	9.0
More trees/green	22	4.4		12	9.0
Rid of sex indust.	20	4.0		8	6.0
Widen Sidewalks	15	3.0		8	6.0
Better Stores	15	3.0		13	9.8
Rid "undesirables"	15	3.0		6	4.5
Outdoor Cafes	14	2.8		10	7.5
Ease Traffic	9	1.8		5	3.7
Widen Street	5	1.0		5	3.7
Remove vendors	5	1.0		2	1.5
No improvements	53	10.6		2	1.5
Other	52	10.4		23	17.3
No answer	158	31.5		0	0
	501	100.1		133	99.8

AGE:	#	%
Under 19	71	14.2
19-25	202	40.3
26-40	149	29.7
41-59	53	10.6
60+	23	4.6
No answer	3	0.6
	501	100.0

SEX:	#	%
Male	311	62.1
Female	186	37.1
No answer	4	0.8
	501	100.0

OCCUPATION:	#	%
Managerial	38	7.6
Executive	4	.8
Teaching	13	2.6
Professional	83	16.6
Clerical	48	9.6
Skilled labour	49	9.8
Homemaker	14	2.8
Unskilled labour	13	2.6
unemployed	11	2.2
Student	136	27.2
Sales and Service	36	7.2
Other	49	9.8
No response	7	1.4
	501	100.2

APPENDIX 5

YONGE STREET PEDESTRIAN QUESTIONNAIRE

YONGE STREET USER SURVEY

DATE: 14 15 16 17 18 19 20 21 22 23 24 25 26
TIME: 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24
LOCATION: 1 2 3 4

-1- What do you like about Yonge Street?

(1) The People
(2) Variety of Shopping
(3) Department Stores
(4) Specialty Stores
(5) Open air
(6) Place to go
(7) Inexpensive
(8) Food
(9) Variety of Entertain.
(10) Parking
(11) Exciting
(12) Urban Environment
(13) Everything
(14) No likes
(15) No opinion
(16) Other_____

-2- What do you dislike about Yonge Street?

(1) The People
(2) Litter
(3) Noise
(4) Crowds
(5) Panhandlers/Vagrants
(6) Crowded Sidewalks
(7) Street vendors
(8) Prostitution
(9) Quality/Cost of Goods
(10) Cost/Lack of Parking
(11) Poor Transportation
(12) Appearance of Yonge
(13) Traffic/Congestion
(14) Harrasement
(15) Pollution
(16) Everything
(17) No dislikes
(18) Other_____

-3- What is the main purpose of your downtown trip?

(1) Work
(2) Shopping
(3) Entertainment
(4) Home
(5) Hanging out
(6) Sightseeing
(7) Tourism
(8) Eating
(9) Strolling
(10) Other_____

-4- If for shopping, what are you shopping for?

(1) Clothing
(2) Jewelry
(3) Records
(4) Books
(5) Food
(6) Cameras
(7) Stereos
(8) Haircut
(9) Other_____

-5- What is your favourite section of Yonge Street?

-6- Where do you live?

City of Toronto: (1) Downtown (2) North (3) East (4) West
(5) East York (6) York (7) North York (8) Scarborough (9) Etobicoke
(10) Other_____

nblc

-7- How often do you travel downtown?

__a day __a week __a month __a year (0) Not applicable (Tourists, etc.)

-8- Do you come to Yonge Street during the

(1) day? (2) yes (3) no (4) not applicable
(5) night? (6) yes (7) no (8) not applicable

-9- Do you think there is an adequate level of police patrolling on the street?

(1) yes (2) no (3) not sure (4) no opinion (5) not applicable

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-10- Should the sidewalk vendors be allowed to remain on Yonge Street?

(1) Yes (2) No (3) Not applicable

-11- Why?/Why not?

(1) Unique service (2) Convenient (3) Unique goods
(4) atmosphere (5) adds colour/vitality (6) Cost/Quality of goods
(7) No problems (8) vendors undesirable (9) vendors do not pay rent
(10) Nuisance (11) Other_____

-12- The City is proposing to widen the Yonge Street sidewalks. What do you think of this idea?

(1) good idea (2) poor idea (3) not sure (4) not applicable

-13- Why/Why not?

(1) Too crowded (2) sidewalks unsafe (3) allow for cafes
(4) allow for trees (5) sidewalk sales (6) bring more customers
(7) will reduce traffic (8) leave room--vendors (9) attract "undesirables"
(10) other_____

-14- Should Yonge Street stores be allowed to open on Sundays?

(1) Yes (2) No (3) Only some (Specify)_____ (4) No opinion

-15- Do you feel at ease on Yonge Street?

(1) Day: (2) Yes (3) No (4) Not applicable
(5) Night: (6) Yes (7) No (8) Not applicable

-16- What improvements would you like to see made to Yonge Street and its shops and services?

-17- Age

(1) Under 19 (2) 19-25 (3) 26-40 (4) 41-59 (5) 60 +

-18- Sex

(1) Male (2) Female

-19- Occupation

(1) Managerial (2) Executive (3) Teaching (4) Professional
(5) Clerical (6) Skilled labour (7) Housewife (8) Unskilled labour
(9) Unemployed (10) Student (11) Sales and Service
(12) Other_____ (13) No response